Invention: "Method for Estimating the Effect of
Characteristics on Product Preference"
Inventor: Harvey et al.   Docket No.: 17,373

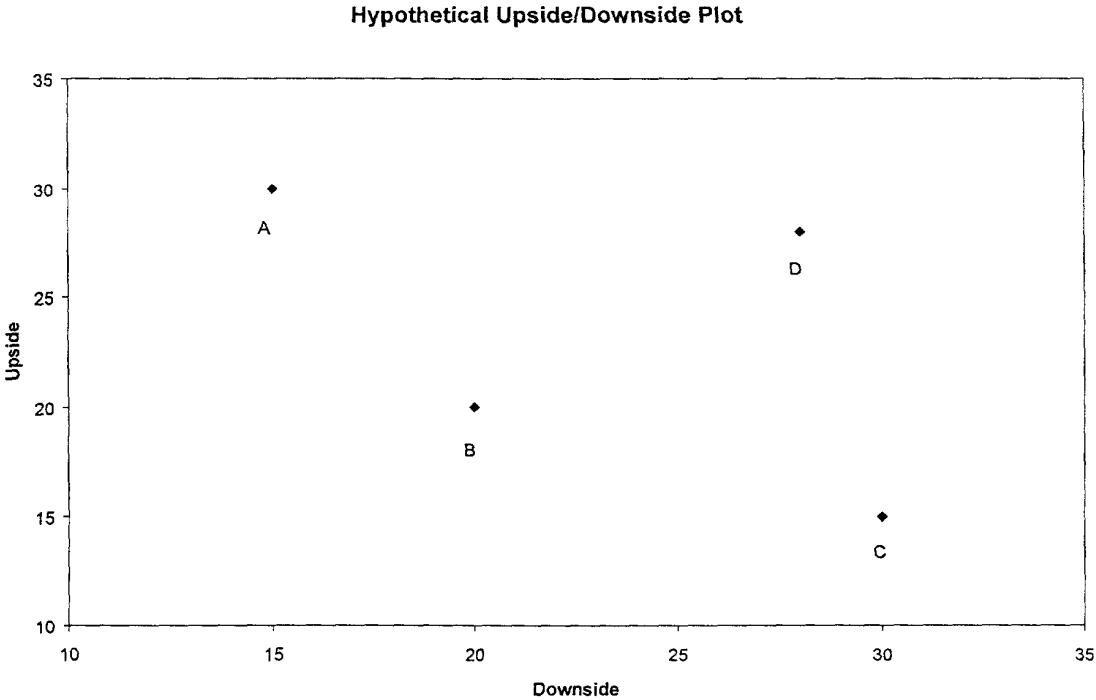| Preference Factors	Cumulative Preference Factors	Result
Base Preference	Base Preference	Base Preference
Downside	Base Preference + Downside	Attained Overall Preference
Upside	Base Preference + Downside + Upside	Best Preference
Not Reachable	Base Preference + Downside + Upside + Not Reachable	Total Possible Preference = 100%

Fig. 1

Hypothetical Upside/Downside Plot

Fig. 2

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Upside/Downside Analysis - Key Attributes

(Note: Attributes are specific to each test)	Test Product						Control Product						
	Upside/Downside						Upside/Downside						
	Base Preference[1] %	Downside[2] %	Upside[4] %	Best[3] %	Not Reachable[5] %	Attribute Preference %	Base Preference[1] %	Downside[2] %	Upside[4] %	Best[3] %	Not Reachable[5] %	Attribute Preference %	No Preference on Attribute %
Better quality	26	29	41	96	4	42	17	18	58	93	7	23	35
Kept you drier	31	24	37	92	8	40	24	11	39	74	26	23	38
Better fit overall	26	29	36	91	9	45	12	23	44	79	21	35	20
More comfortable	32	23	36	91	9	38	12	23	47	82	18	33	29
Felt secure	16	39	35	90	10	38	12	23	56	91	9	29	18
Easy on/off	47	8	33	88	12	53	24	11	34	69	31	24	56
Better protection	23	32	32	87	13	20	17	18	49	84	16	27	23
Feel like underwear	36	19	30	85	15	50	16	19	41	76	24	32	30
Look like underwear	41	14	28	83	17	38	23	12	26	61	39	32	34
Fit at legs	43	12	26	81	19	34	21	14	29	64	36	33	37
More absorbent	25*	30*	25	80	20	31	21*	14*	47*	82*	18*	23	23
Fit at waist	34	21	24	79	21	54	20	15	41	76	24	28	26
Less noticeable	49	6	20	75	25	47	30	5	15	50	50	23	53

Overall Preference	Test Product %	Control Product %	No Overall Preference %
	55	35	10

Notes:
1 - Base Preference equals Overall Preference among those who did not prefer the respective product on the attribute
2 - Downside equals Overall Preference minus Base Preference
3 - Best Preference equals Overall Preference among those who did prefer the respective product on the attribute
4 - Upside equals Best Preference minus Overall Preference
5 - Not Reachable equals 100% minus Best Preference

* = Caution: Small Base (N <=30) used in calculation

Fig. 3